**Bermea & Garcia**
**Public Relations**
Group, Incorporated
Washington, D.C. • Detroit

#5/07 July 7-9,

April 4,1995

Mr. Jose Fontanez
Philip Morris USA
120 Park Ave.,12th Flr.
New York,NY 10017

Dear Mr. Fontanez:

The **LATINO WORLD FESTIVAL'95** will be celebrating its 24th year of existence and it keeps on growing and growing. The average attendance is over 200,000 people but last year we had our second largest crowd of 300,000 and we expect to do better this year. The Festival will be held on July 7-9,1995 at Hart Plaza on Jefferson Avenue at the foot of Woodward,Downtown Detroit.

The **LATINO WORLD FESTIVAL** is the main activity of the Latin American Cultural Institute,a non-profit 501(c)(3) charitable organization originally incorporated in 1972. The Institute's goal is to assist Hispanics and other minorities in their advancement through cultural expression,education,scholarships and economic development. The **LATINO WORLD FESTIVAL** is the largest Latino event in the region that attracts participants and media coverage from various parts of the country including Indiana,Illinois,Ohio,Michigan and Ontario,Canada. It brings together the many different Latin American groups in these areas and it provides sponsors an excellent opportunity to be directly involved with the Latino and minority consumers. The Festival is three days(Fri-Sat-Sun)of festivities which includes the best in entertainment,ethnic cuisine,arts/crafts,dancing and fun for the whole family. It also gives you an opportunity to be involved with the diversity of Detroit and the renaissance of Detroit.

Sponsorships range from $2,000 to $15,000 as outlined on the attached page and we can work with any reasonable budget or requests. If you are interested in participating in the **LATINO WORLD FESTIVAL'95**,please let us know us know by April 25,1995. Checks should be made out to the Festival and mailed to 24555 Southfield Rd.,Suite 106,Southfield,MI.48075.

I will contact you within the next two weeks to answer any questions and discuss your sponsorship selection. In the meantime,if you need any additional information,please call me on (810)443-1986.

Sincerely,

Leo A. Garcia
**LATINO WORLD FESTIVAL'95**
Sponsorship and Public Relations Chairman

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~~[illegible] North Alfred Street • Alexandria, Virginia 22314 • (703) 684-3944 • FAX (703) 684-8015~~
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Suite 106

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